MMT

Elanco
Accessibility Audit

1st February 2023

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Introduction

Overview & Approach

This accessibility audit focuses on Elanco's 28 pet sites as of January 2023 (See appendix).

The audit identifies a summary of issues and challenges against a recognised set of A and AA WCAG compliant markers, used to assess the accessibility of a given website or digital based service. The issues we have identified are also accompanied by recommendations on how we would address them.

Our audit was made using visual / manual checks, accompanied by machine-based audits of the sites.

Accessibility Marker Findings & Structure

For added ease of reference, each accessibility marker follows the same structured approach, namely:

- Name of marker (and its WCAG 2.1 section reference)
- Brief description of marker
- Impairment types most affected (i.e. visual, motor, auditory, cognitive) – With any visual examples of the impairment type
- Key areas that we have identified where the marker may have failed accessibility standards
- Recommendations on how to resolve

Some markers will not be relevant for the purposes of this audit. They relate to elements not currently housed on the main Elanco website. These can be found on the WCAG website.

Findings

Accessibility Markers

We have evaluated the websites using markers from both WCAG's levels 'A' and 'AA' accessibility standards. Although these aren't all the markers set out by WCAG, these are the markers we have identified of being the most relevant for Elanco:

WCAG level 'A' Accessibility standards:

- Non-text content
- Information and relationships (logical structuring)
- Meaningful ordering and presentation of content
- Sensory characteristics
- Colour use
- Keyboard only
- No keyboard traps
- Bypass blocks / skip links
- Clear and helpful page titling
- Logical focus order
- Clear link purpose (in context)
- Page language assigned
- On focus integrity
- On input integrity
- Error identification
- Labels and instructions

WCAG level 'AA' Accessibility standards:

- Minimum contrast ratio
- Text re-sizing
- Accessible text
- Multiple routes to locating content
- Clear headings and labels
- Keyboard focus visible
- Language of parts (to inform users when language on page changes)
- Consistent navigation usage
- Consistent identification usage (icons and buttons)
- Error suggestion provision (for error resolution)

Elanco: Non-text Content (WCAG 2.1: s1.1.1)

Brief description

This marker relates to providing text alternatives for non-text content that serves the same purpose as text. Text alternatives must therefore provide the same information as text, for example, controls, input fields if non-text, icons and helpful alt text image descriptions.

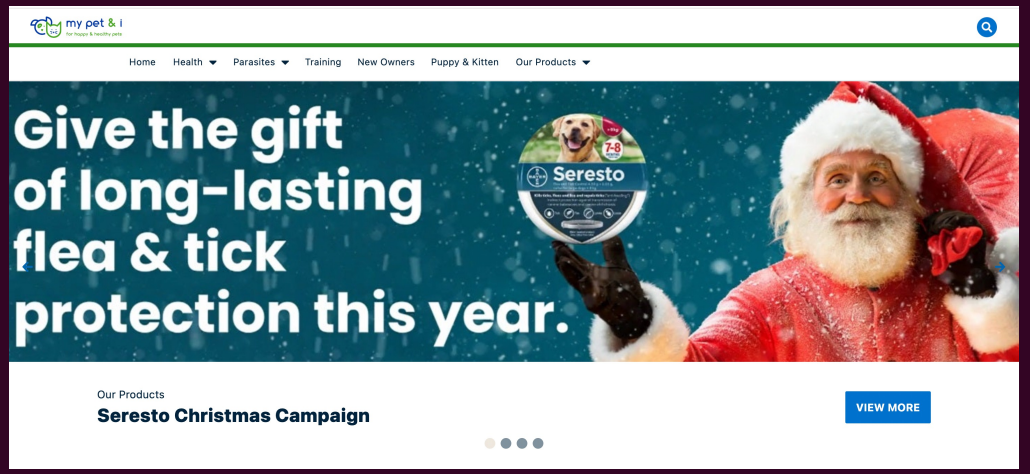
Whilst some images (particularly navigation-related images) were accompanied by descriptive alt text labels and labels, some missing as well as insufficient / irrelevant descriptions were also found.

Impairment types most affected

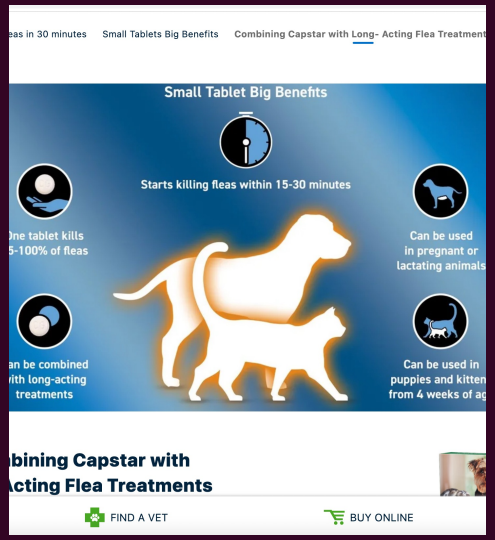
Visual, auditory, and potentially some cognitive.

Recommendations

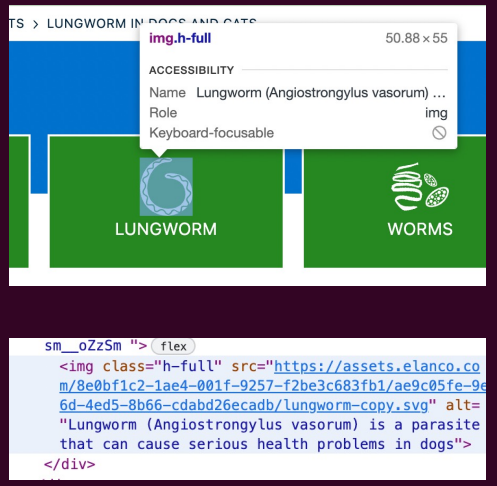
- Ensure where infographics and informative imagery are used, balanced, descriptive text alternatives are also provided.
- Ensure all icons are given appropriate text descriptions or leave blank (so they will be ignored by assistive technology users).



Text on banner images are flat. Alt text does not always describe image and actions appropriately.



No alternative text for images that contains key information.



Alternative text for icon presents information that is visually unavailable for users.

Elanco: Information and Relationships (Logical Structuring) (WCAG 2.1: s1.3.1)

Brief description

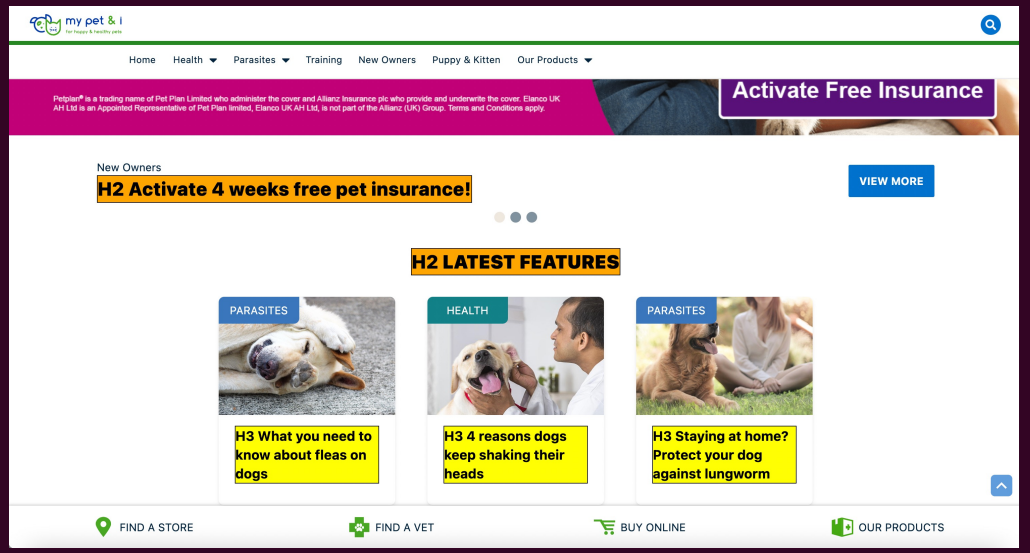
Many assistive technology users rely on appropriate page structuring (e.g., headings, bullet points, bold etc) to enable their assistive applications to effectively guide and direct them through their journey. This therefore means ensuring that large blocks of text are broken up with sub-headings and clear labels are applied to forms and structured HTML with appropriate tags (e.g., headers).

Impairment types most affected

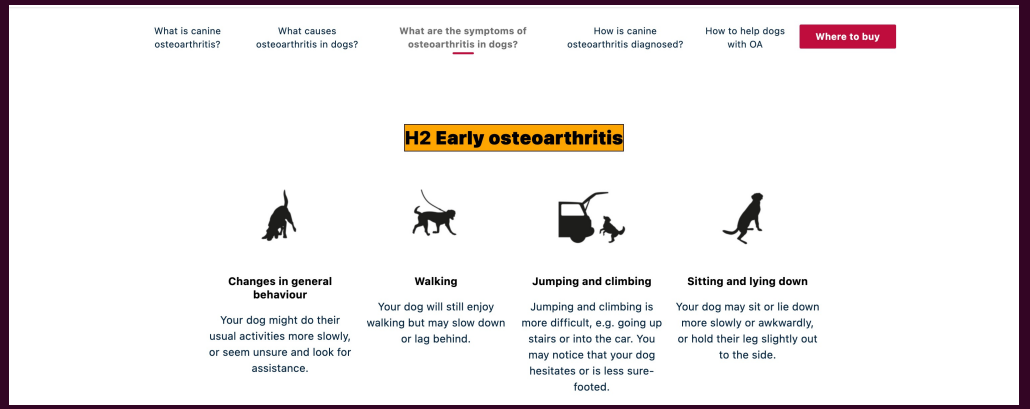
Visual, motor, auditory, cognitive.

Recommendations

Visually, pages are not always well–structured with a defined visual category for main page headings, section and sub-section headings, whilst lists are tagged appropriately as either ordered or unordered. However, few instances of H2 headers and below were found untagged. We therefore recommend tagging page titles H1 and sub-section headings H2 to H3 and potentially H4 to support assistive technology (e.g., screen reader users).



Homepage and other pages throughout website do not have a H1.



Sections under H2 are not labelled as H3.

Elanco: Meaningful Ordering and Presentation of Content (WCAG 2.1: s1.3.2)

Brief description

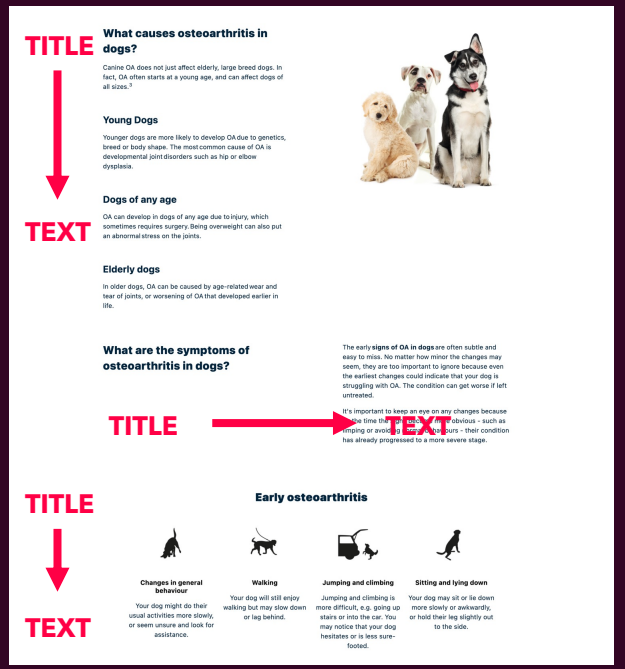
Sequencing content in a logical and meaningful order will help those with assistive technology and cognitive impairments to comprehend content and make appropriate decisions as a result. This includes providing clear separation (structural, visual, spatial) between navigation menus and body content as well as using clear page structure and headings to aide comprehension).

Impairment types most affected

Visual, motor, auditory, cognitive.

Recommendations

Ensure the different sections of the page present clear visual order and separation.



Above: Bottom part of banner image merges with top of following section because of lack of spacing or visual barrier.

On left: Title and text are presented in vertical and horizontal order, which swap around throughout the page which can difficult the comprehension of the text's order.

Elanco: Sensory Characteristics (WCAG 2.1: s1.3.3)

Brief description

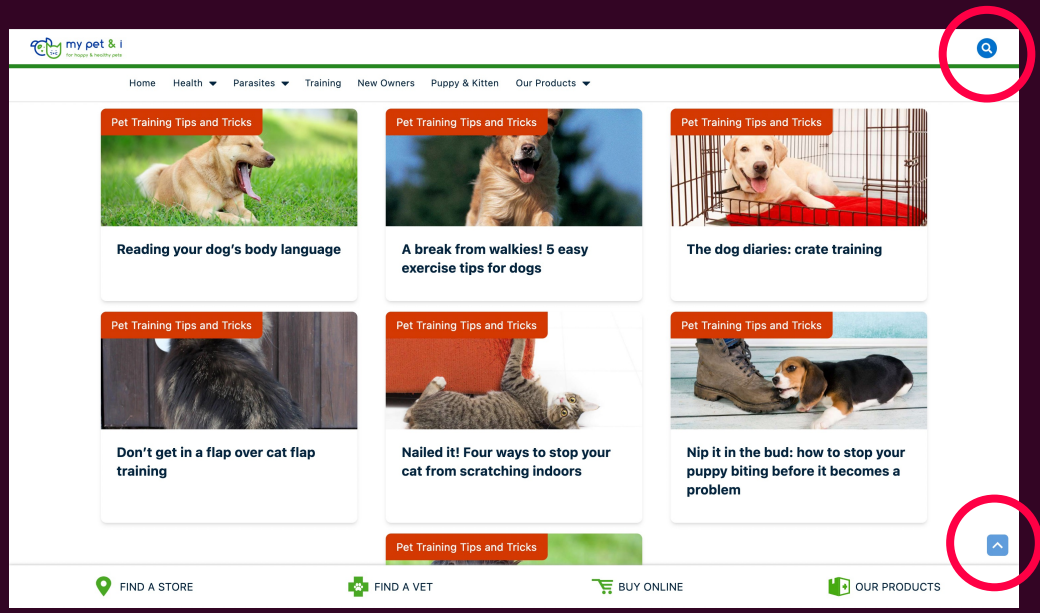
Sensory characteristics relate to providing clear guidance (textual and form based, e.g., sound, shape, position and size to guide impaired users). This means using more than one indicator for instructions. It also involves striking a balance between level of content and meaning used to description and interaction element.

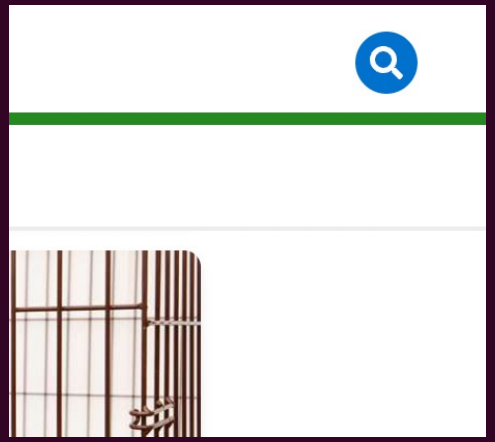
Impairment types most affected

Visual, cognitive.

Recommendations

- Provide an additional identifier (text preferably) to buttons to reduce reliance on iconography interpretation.
- Ensure appropriate descriptive alt-text is applied to all icons to support assistive technology users.





'Search' bar relies on the iconography alone rather than having both textual and visual indicators.

'Back to top' button is not named correctly, so it cannot be recognised by assistive technology.

Elanco: Colour Use (WCAG 2.1: s1.4.1) + Minimum Contrast Ratio (WCAG 2.1: s1.4.3)

Brief description

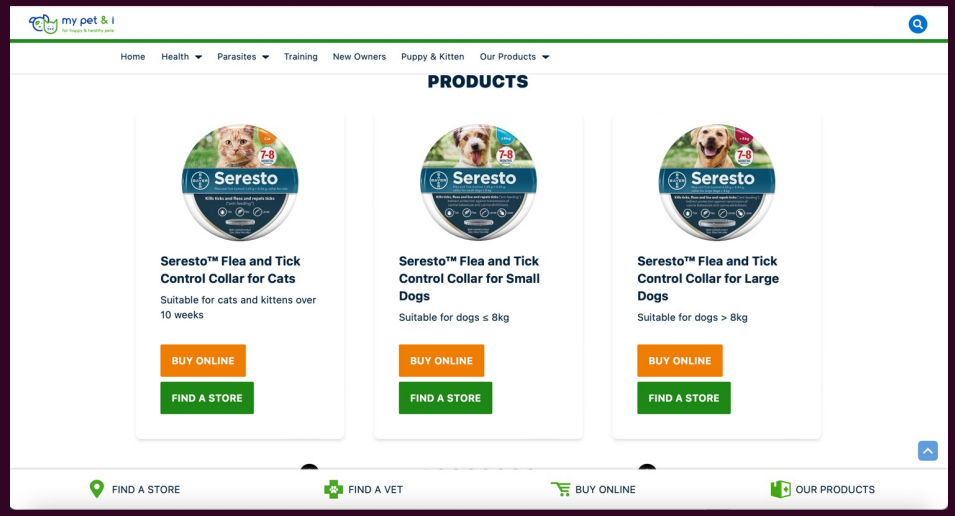
Around 8% of males suffer some degree of colour blindness. Avoiding a sole dependency on colour to guide navigation or information (e.g., as in charts and graphs), as well as assuming important contrasts between foreground and background colours (WCAG 2.1: s1.4.1) . The contrast ratio between text and background must at least conform to a ratio of 4.5:1 (WCAG 2.1: s1.4.3). This will ensure that visually impaired users have equal access to content as non-visually impaired users. This can be achieved via using a light background and dark text or vice-versa.

Impairment types most affected

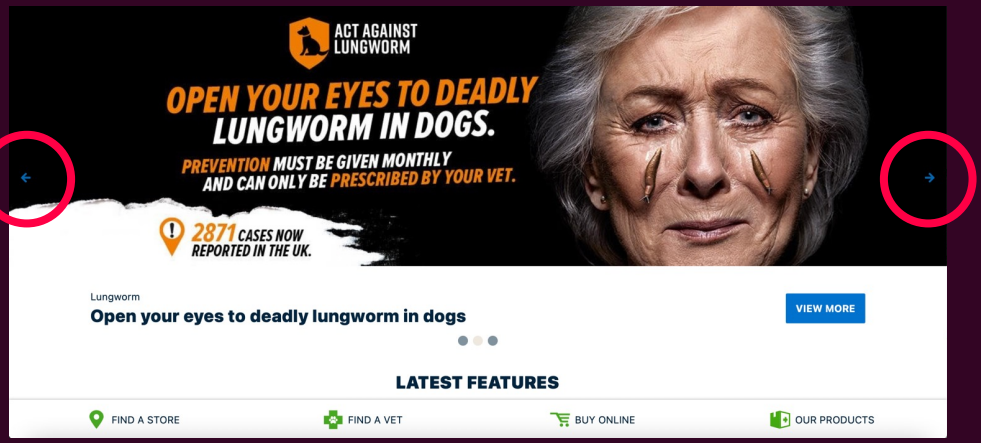
Visual.

Recommendations

- The colour contrast on many components is inaccessible such as the arrows navigating the carousel. A possible solution is to add a background fill to the icon.
- Consider connotations of the use of colours such as green, amber/orange and red.



'Products' section on homepage. The colour orange used for 'buy online' has the contrast ratio of 2.77:1 which is too low to pass accessibility standards. Colours orange and green may have a connotation of negative and positive.



The blue colour for buttons is the same for every carousel and is difficult to see on most dark backgrounds. Very low contrast ratio.

Elanco: Keyboard Only (WCAG 2.1: s2.1.1) + No Keyboard Traps (WCAG 2.1: s2.1.2) + Keyboard Focus Visible (WCAG 2.1: s2.4.7)

Brief description

Certain types of impaired users, most notably motor-impaired users, will use mouse alternatives, such as the keyboard for navigation. This means ensuring that all content, forms, checkout elements, menus etc. are all keyboard accessible. Keyboard users should be able to leave/exit a feature/form by keyboard only. Particular attention should also be given to embedded third party plug-ins and widgets as these are often not accessible.

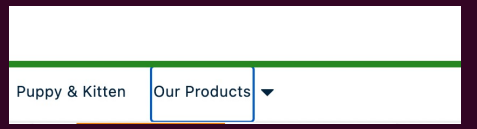
It is also vitally important for successful wayfinding and navigation outcomes to ensure visual clues as to where a keyboard user is within a webpage or navigational structures. This includes such elements as form fields, links, menus, content blocks and intra-content block content.

Impairment types most affected

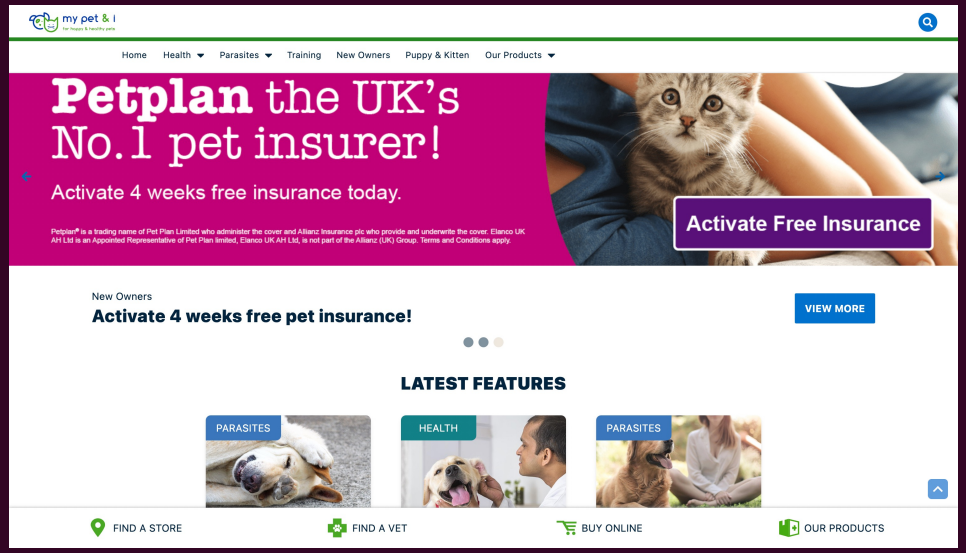
Motor, cognitive.

Recommendations

Ensure all areas of the website are readily accessible and visible to keyboard users to avoid skipping and potentially disorientating users. Also ensure that consistent keyboard focal states are applied to all navigable/wayfinding elements – focal states are not currently used for keyboard users.



Current cover state for the navigation bar when using tab (left) and when hovering with a mouse (right).



When using the tab button to go to the next clickable object, sometimes the object selected is not visible on screen. On the example above, this is present on the carousel.

In this instance no keyboard traps were found on your own website, however some third-party websites, which the user is directed to, are not keyboard accessible (e.g., https://www.petdrugsonline.co.uk/advantage-spot-on-flea-treatment – the user gets trapped in the search bar a few clicks into the website).

Elanco: Bypass Blocks/Skip Links (WCAG 2.1: s2.4.1)

Brief description

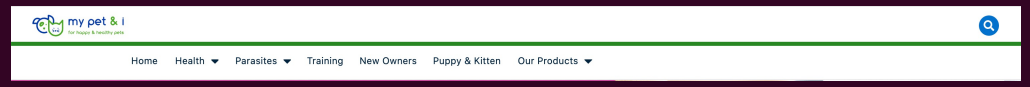
Skip links allow screen-reader users to bypass blocks of navigational content by including a 'Skip to content' link in the website's header to avoid content repetition and allow users to maintain within the flow of the page. This link should also be preferably made visible and so keyboard only users can also benefit from it to reduce their keystroke intensity. The audit found no presence of bypass blocks/skip links on any of the current pages.

Impairment types most affected

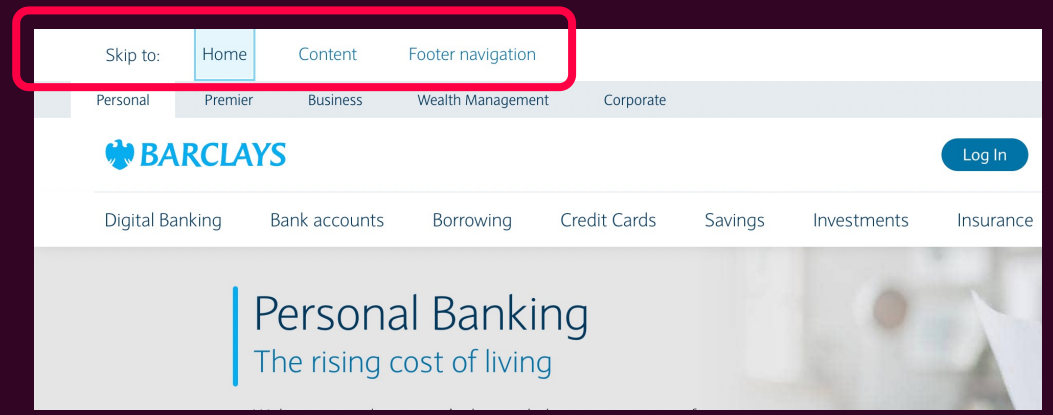
Visual.

Recommendations

Add bypass blocks/skip links to all pages. For keyboard users with tabbed navigation aim to ensure this is no more than 2 tabs away from their initial page entry.



Excerpt from Elanco's current top-level navigation, highlighting where skip links should appear.



Best practice example: Barclays website presents an option for tab/keyboard users to skip to different sections of the page, allowing users to easily bypass navigation content and rapidly engage with individual items.

Elanco: Logical Focus Order (WCAG 2.1: s2.4.3)

Brief description

Focus order relates to the order in which a user can access features on website. For example, tab/keyboard users should follow a logical and meaningful sequence moving from header, into menu and page content.

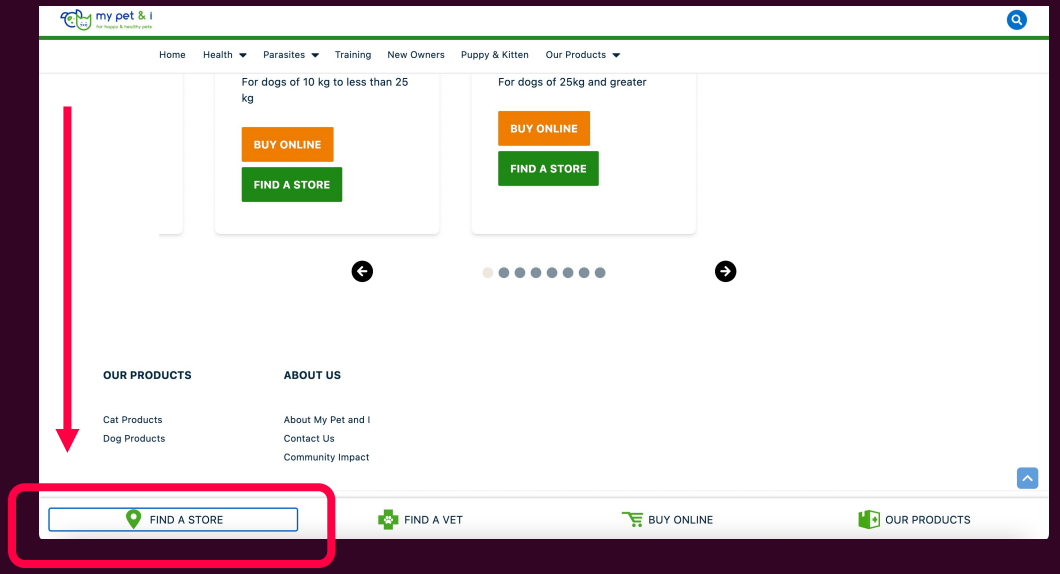
When tabbing through the current website a logical order of features activated on tabbing was found across the website, with tabbing replicating navigational content and in-page flows.

Impairment types most affected

Motor.

Recommendations

Ensure tab/keyboard navigation follows a logical and meaningful sequence.



Users using tab/keyboard can only access the highlighted items on the sticky footer after going through the whole page.

Elanco: Clear and Helpful Page Titling (WCAG 2.1: s2.4.2) + Clear Headings and Labels (WCAG 2.1: s2.4.6)

Brief description

'Clear and Helpful Page Titling' relates to using a clear and descriptive page title and navigation to allow impaired, as non-impaired users, to get an accurate sense of where they are on the website and what the purpose the page, they are currently on, serves.

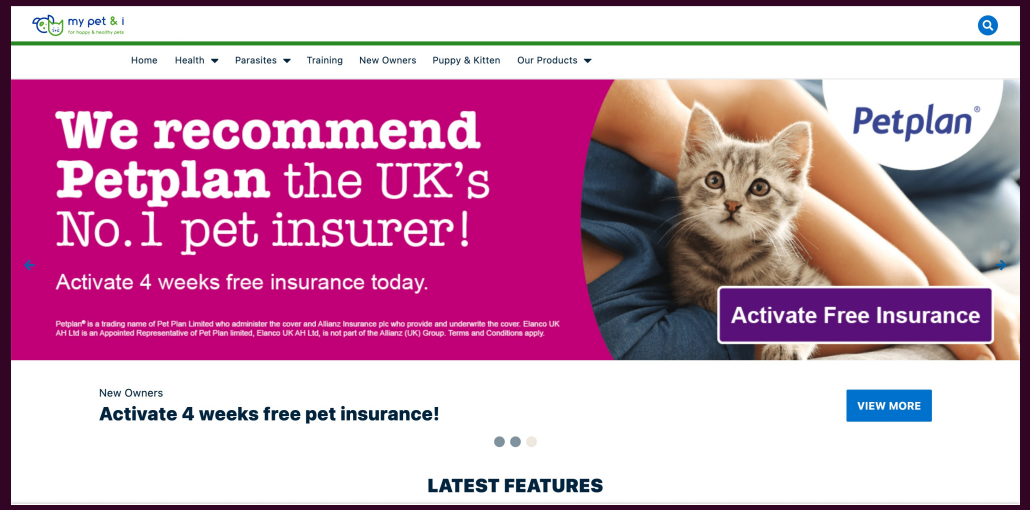
'Clear Headings and Labels' helps to ensure that heading and labels are relevant and accurate, sufficiently descriptive so they can help to guide user attention appropriately towards their target content. Sub-headings will also help to break-up large bodies of text, which otherwise would be challenging for those with cognitive and visual impairments to digest and orientate themselves around. All elements should be labelled including tables, search, forms and any in-page widgets, plug-ins and embedded content.

Impairment types most affected

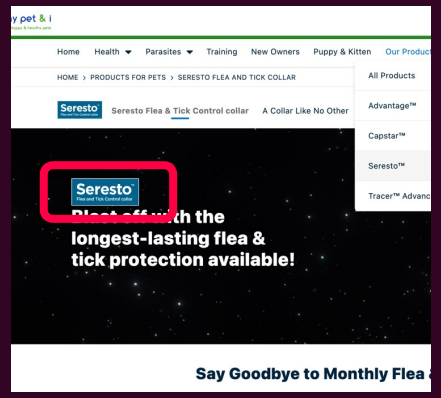
Visual, motor, auditory, cognitive.

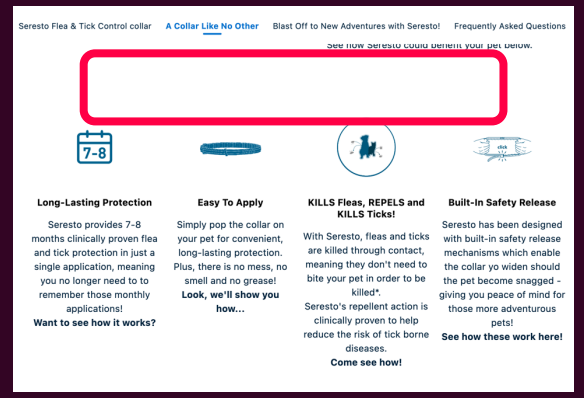
Recommendations

Ensure page titles remain clear and that they align with the navigational elements they relate to.



Homepage does not contain a title.





On the example above, when selecting the navigational link 'Seresto' on the product section. The page title is a logo rather than a header which is not currently readable for any screen readers. On the second image, the subheadings on the nav bar also have no headings within the text when clicked.

Elanco: Clear Link Purpose (in Context) (WCAG 2.1: s2.4.4)

Brief description

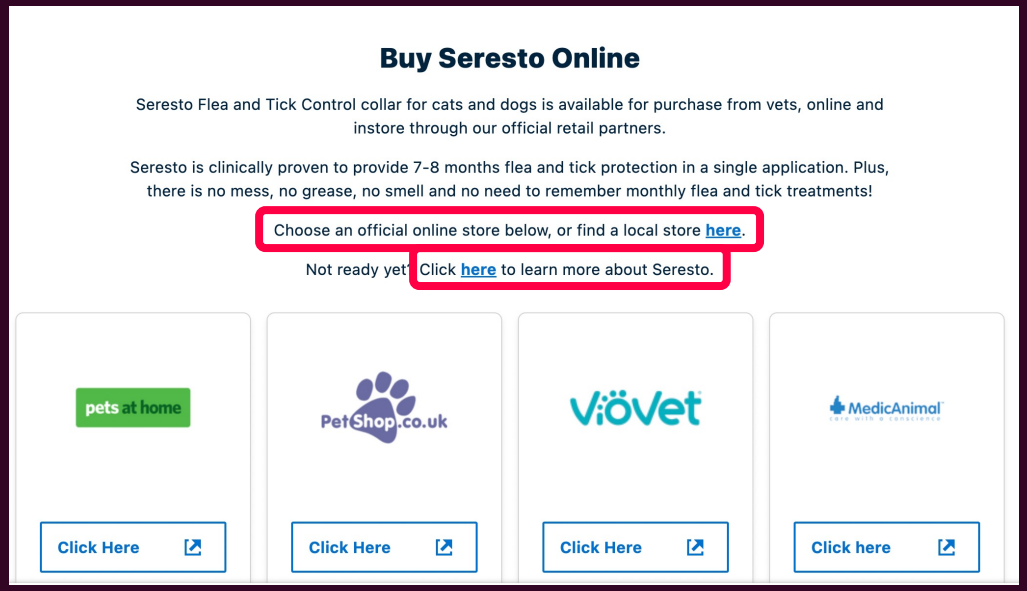
All hyperlinks should be clear and easy to understand. This is particularly salient for screen reader users, wholly reliant on non-visual elements to guide their navigation. Likewise, those with partial visual capabilities and using screen magnifiers must be able to see and make sense of link descriptions post-magnification. This therefore also relates to the number words used to act as a link as well as links to offsite content/alternative content formats e.g., PDF and if links will trigger the opening of a new browser window.

Impairment types most affected

Visual, motor, auditory, cognitive.

Recommendations

Avoid the use of 'click here' links. In this instance, re-wording the links from the example to 'Find a local store' and 'Learn more about Seresto,' with the full sentence hyperlinked would be more objective and clearer.



'Here' links found in the text are not relevant if separated from the description.

Elanco: Page Language Assigned (WCAG 2.1: s3.1.1)

Brief description

Setting each page's HTML language will help to ensure screen readers pronounce words appropriate to the HTML language setting on the website. In this instance all page's language should be set to English.

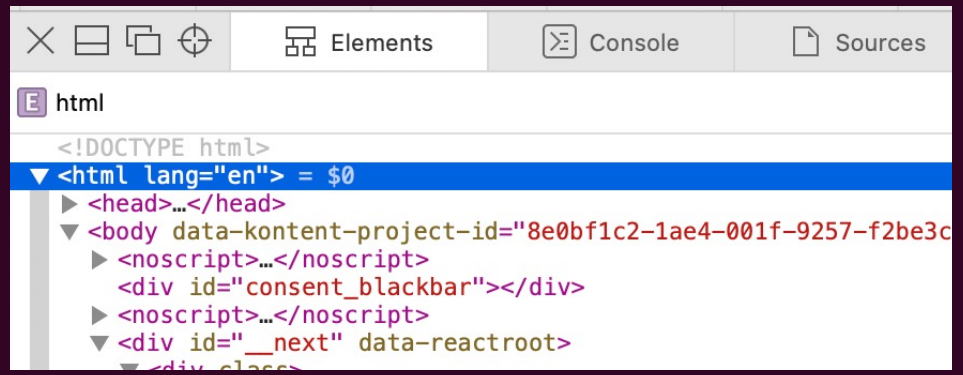
This should appear as a 'language attribute' located within the document 'head' element to ensure it's appropriately inherited by all other page elements.

Impairment types most affected

Visual, motor.

Recommendations

No action needed.



Above: Language element example from homepage, correctly position within the header element area.

Elanco: On Focus Integrity (WCAG 2.1: s3.2.1)

Brief description

Focus is vitally important for helping to orientate users around interactive elements such as forms, videos, navigation menus and the like.

It's therefore vitally important that elements do not automatically change (e.g., links open, forms open/auto-submit or cause a page to change) when they receive focus from a user, either by mouse or keyboard interaction.

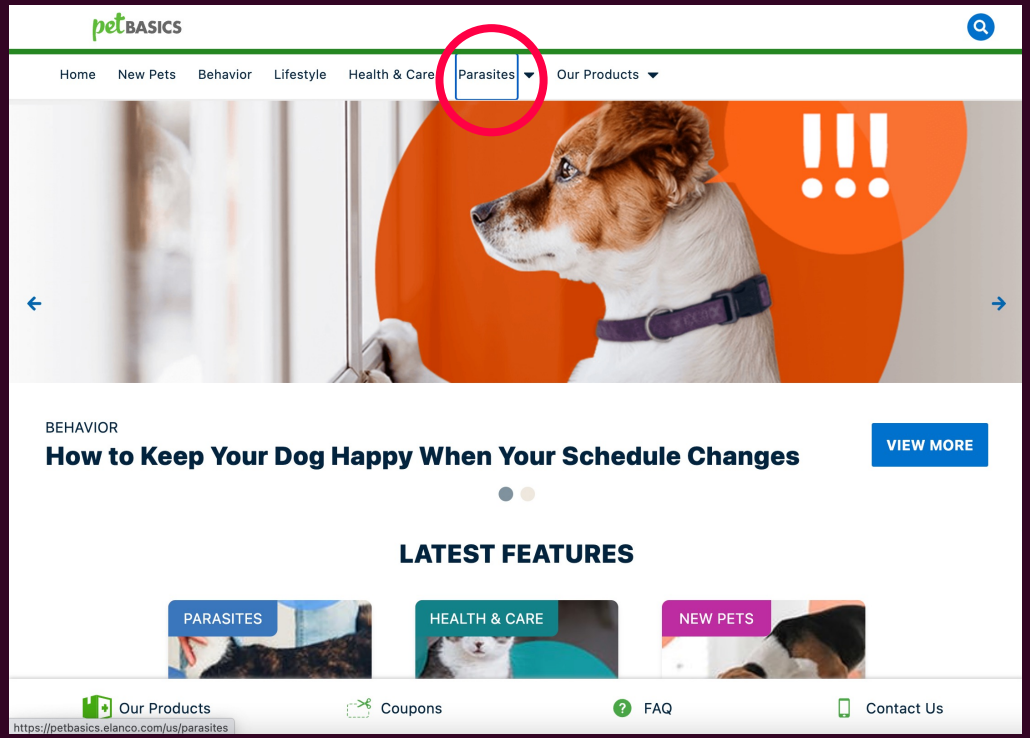
No examples of this behaviour were found on the current website during this audit.

Impairment types most affected

Visual, motor, auditory, cognitive.

Recommendations

No action required.



Using tab to focus on elements on the nav bar and other elements of the websites does not automatically open any links or change the page unless enter or the mouse has been clicked.

Elanco: On Input Integrity (WCAG 2.1: s3.2.2)

Brief description

When a form receives input from users (such as entering an address) it should not automatically jump to another field or submit without further user interaction, such as selecting a 'Submit' option first. This will otherwise be disorientating to users with impairments.

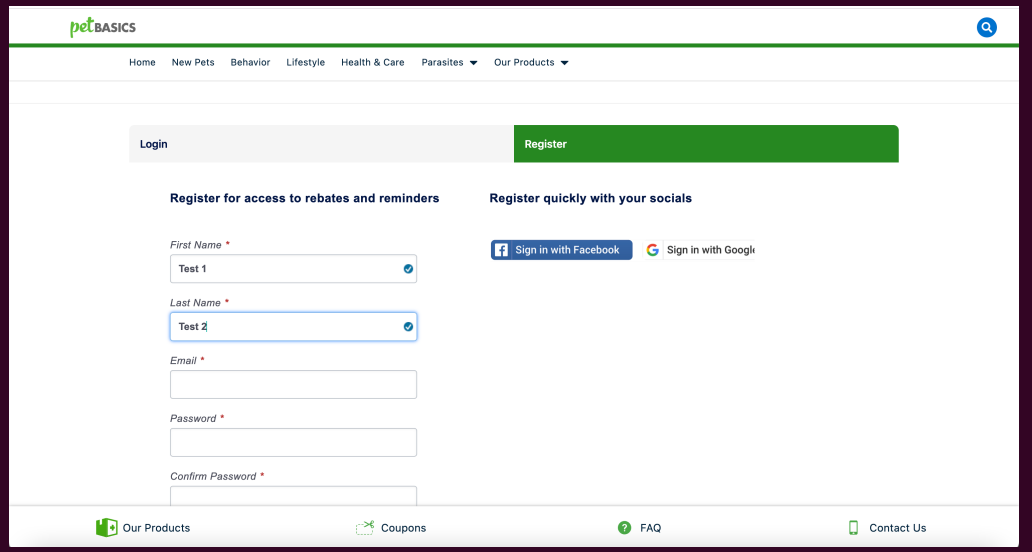
No instances of this behaviour was found to be present in this audit.

Impairment types most affected

Visual, motor, auditory, cognitive.

Recommendations

No action required.



Above: excerpt from the Login / register function on the US Elanco login page. Does not skip or complete any action automatically.

Elanco: Error Identification (WCAG 2.1: s3.3.1)

Brief description

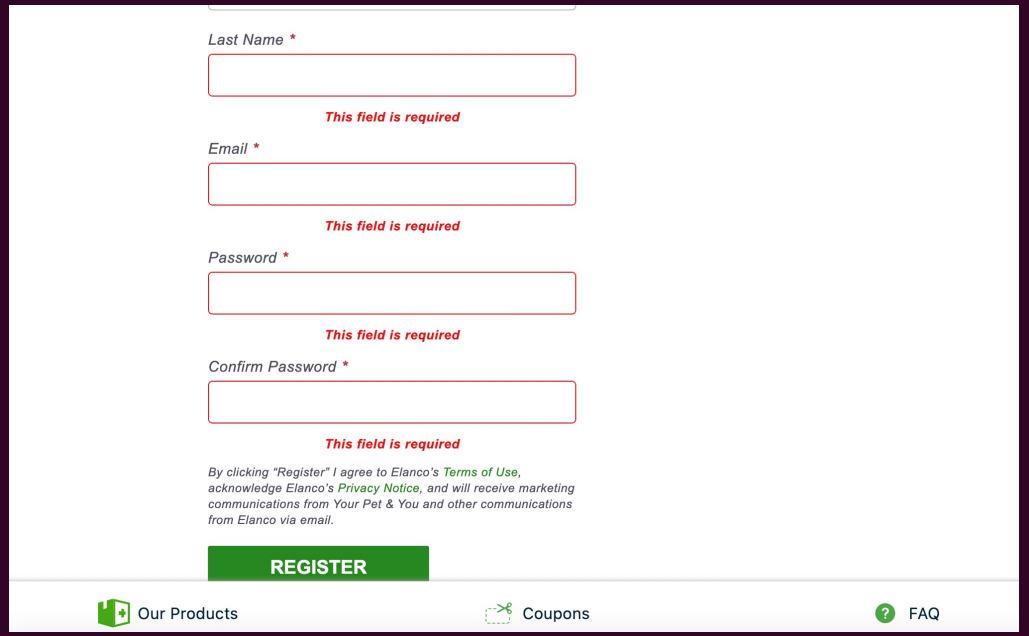
This marker relates to ensuring the interface allows users to easily identify any errors (such as on form inputs, check-outs or sign-up processes) and enable them to successfully complete their task. This should include adding an error explanation close to the point of the error advising on an appropriate resolving action to take.

Impairment types most affected

Visual.

Recommendations

No action needed.



Above: excerpt from the Login / register function on the US Elanco login page – showing both a red colour change, Focal state placement (i.e. the red frame around the fields in question) along with the text explaining what the error is.

Elanco: Labels and Instructions (WCAG 2.1: s3.3.2) + **Error Suggestion Provision** (WCAG 2.1: s3.3.3)

Brief description

'Labels and Instructions' relates to form and user entry fields (checkouts, forms, sign up etc.) and the provision of clear labelling and instructional guidance to support successful form submission. This marker also includes providing clear explanations of specific field formats, where appropriate e.g., dd/mm/yyyy for dates, marking required fields. Keeping labels and instructions as simple as possible will also help greatly here.

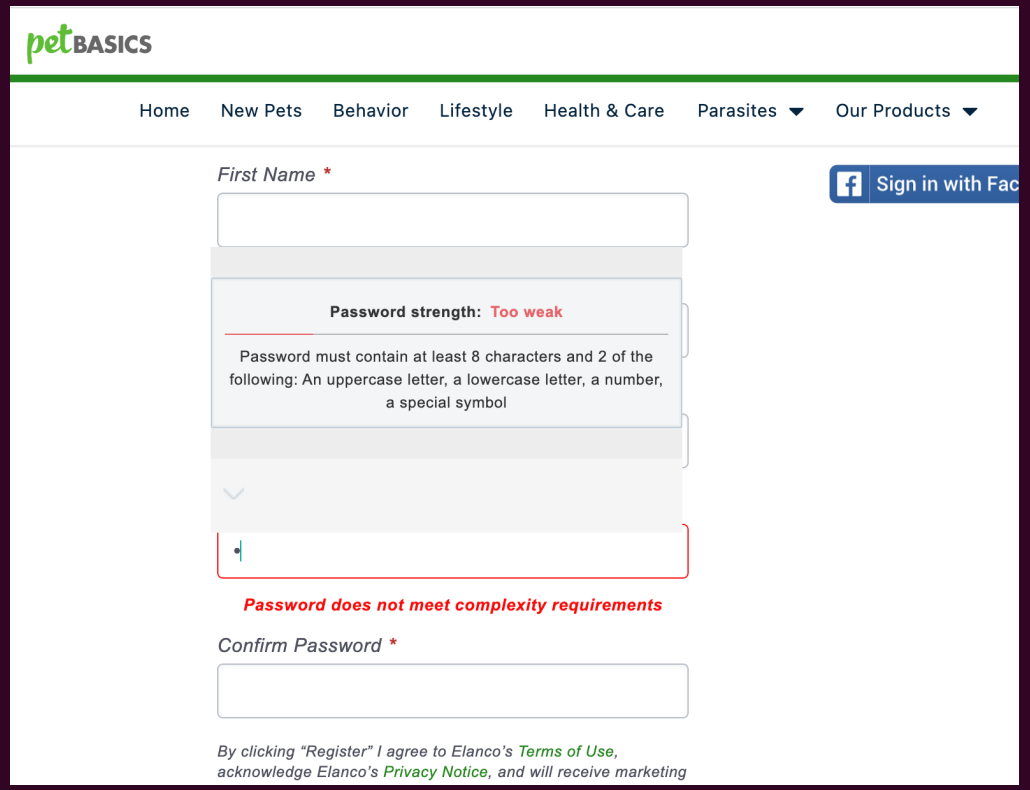
'Error Suggestion Provision' helps to ensure that users are given the appropriate guidance to resolve any errors in their website usage. This is most prevalent in forms and input field contexts, e.g., missing field content (however these should be given upfront as best design practice).

Impairment types most affected

Visual, motor, auditory, cognitive.

Recommendations

- Ensure the password strength readable by assistive technology – presenting the information below the password text box may be a better solution.
- Ensure visual signs, e.g., asterisks, are further explained by text and do not rely on iconography interpretation only.



In the excerpt above, from the Login / register function on the US Elanco login page, the guidance is not accessible – a screen reader is not able to access the password strength information.

The red asterisks also highlights some of the areas but there is no further textual explanation on what they mean.

Elanco: Text Re-sizing (WCAG 2.1: s1.4.4) + Accessible Text (No Text as Image) (WCAG 2.1: s1.4.5)

Brief description

Visually impaired users may need to be able to resize text to make it legible or understandable. This means allowing for a 200% increase in text without losing any content or associated functionality.

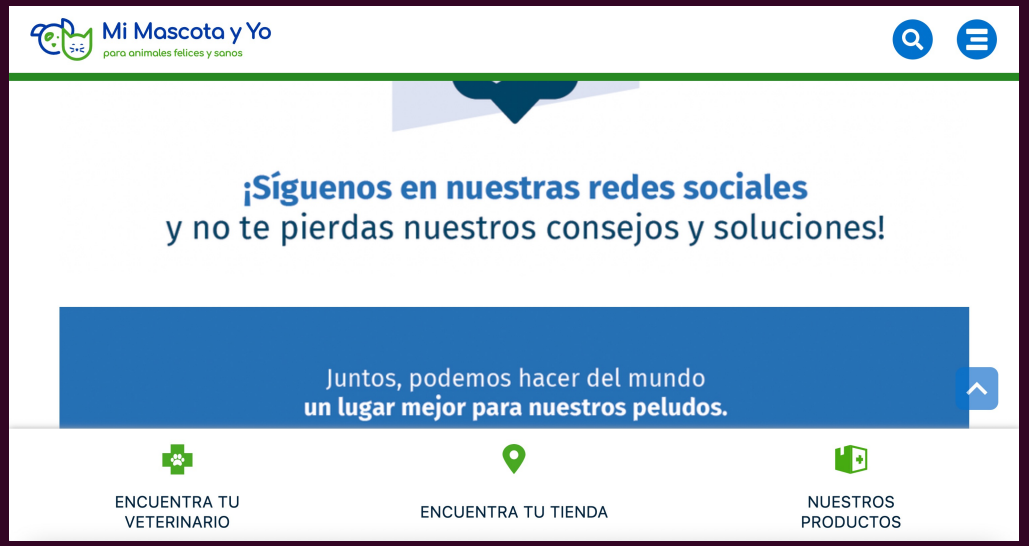
Screen-reader users and those using text-only browsers or browsers with images turned off will not be able to access text rendered as part of a flat-image file.

Impairment types most affected

Visual, cognitive.

Recommendations

- Ensure text is stored as text rather than image form to prevent loss of fidelity at higher levels of magnification.
- Ensure alt text descriptions contain the appropriately level of detail to allow assistive technology users to also benefit from this content.



Above: excerpt from the Spanish website. The text has lost quality on the image and smaller text becomes harder to read. These images are also not accessible using assistive technology as they do not have appropriate alt text.

Elanco: Multiple Routes to Locating Content (WCAG 2.1: s2.4.5)

Brief description

Giving users a range of different and appropriate ways to reach their target content is particularly prevalent for impaired users, typically reliant on a smaller range of options to inform they wayfinding decisions.

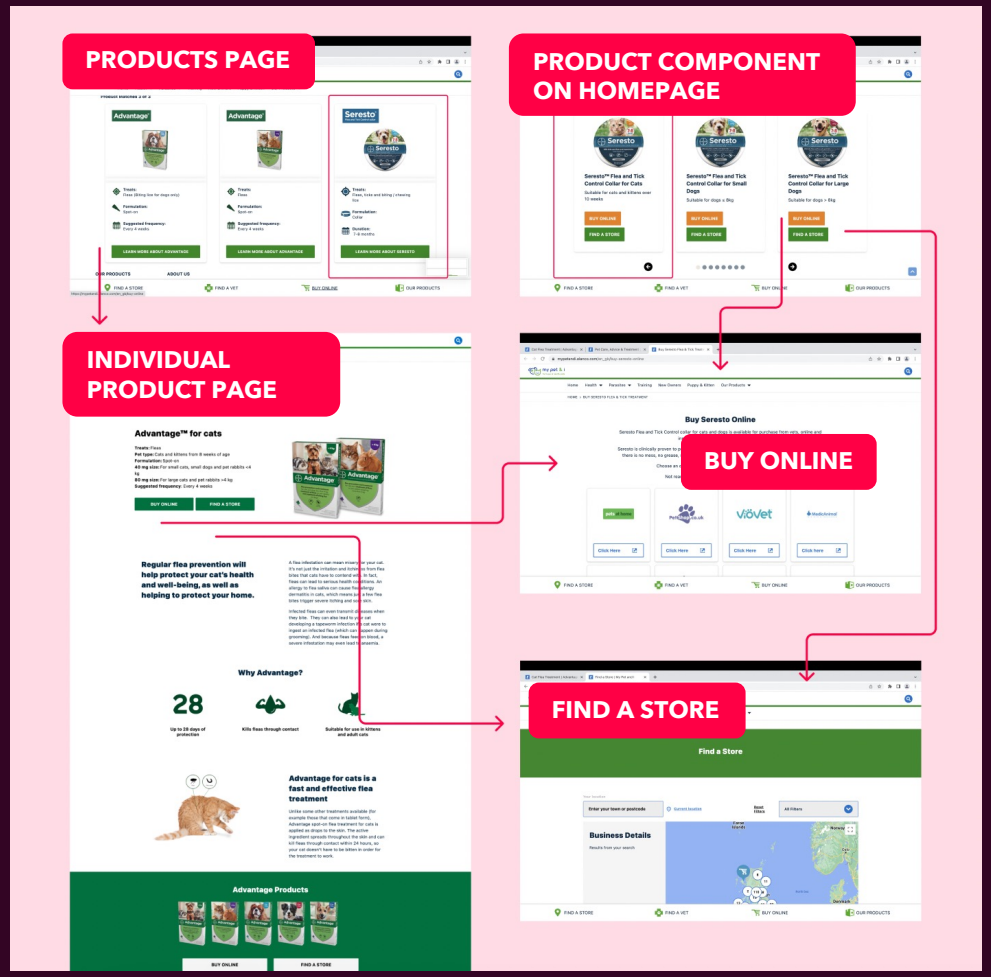
This can be achieved through performant, persistent search, providing clear and consistent navigation menus and quick sitemap access functionality.

Impairment types most affected

Visual, motor, auditory, cognitive.

Recommendations

- Ensure users have a range of different and appropriate ways to reach their target content.
- Ensure users are not penalised or miss important information by choosing another route.



Products displayed on homepage take the user through a different route then products displayed on the products page. This could cause the user to miss important information displayed about individual products.

Elanco: Consistent Navigation Usage (WCAG 2.1: s3.2.3)

Brief description

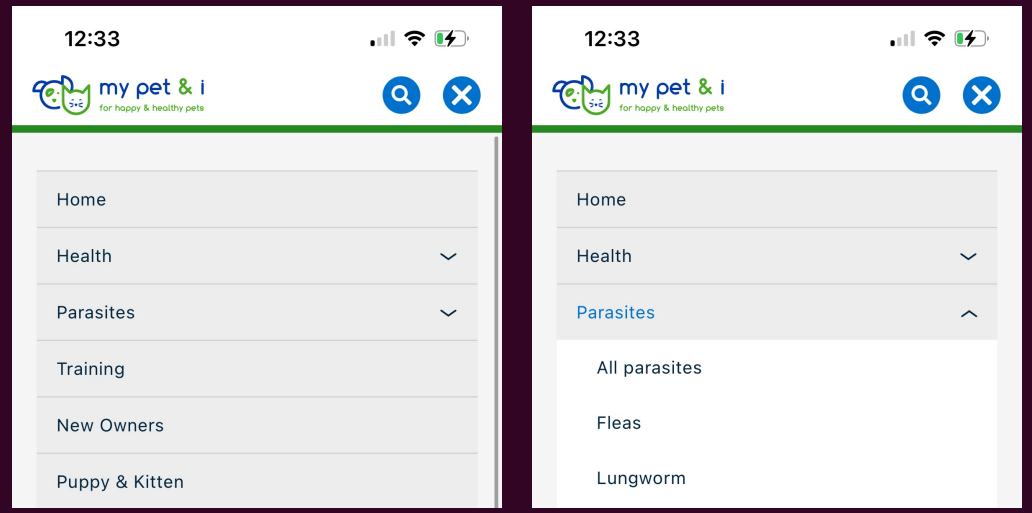
Ensuring navigation menus act and are placed consistently across the website will help build familiarity and confidence of use, particularly amongst those with visual impairments. For these users' stable visual landmarks will offer both practical as well as a degree of emotional re-assurance when navigating between different areas of the website. This also includes search boxes and other elements ‘nested’ within the navigational areas of the website.

Impairment types most affected

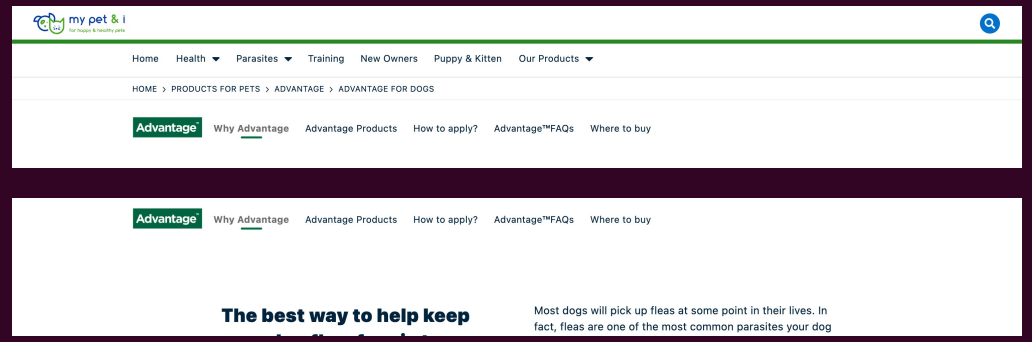
Visual, motor, auditory, cognitive.

Recommendations

Address the inconsistencies of navigation and consider mobile the experience, ensuring the navigation is not negatively impacted by the use of different platforms (e.g., mobile view).



Navigation on mobile works differently then desktop navigation because of the lack of hover state. Click areas are not clear and navigation could be more successful with visual aids to highlight links.



Sticky top navigation changes to a product specific navigation in product pages, which looks inconsistent to the rest of the website. Mobile version was compressed and as a result, it was harder to navigate.

Elanco: Consistent Identification Usage (Icons and Buttons) (WCAG 2.1: s3.2.4)

Brief description

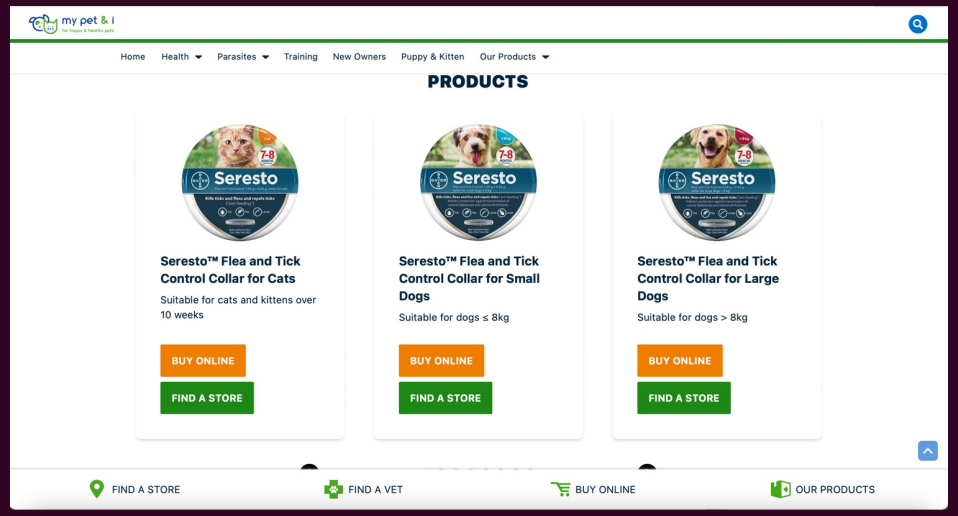
This means ensuring that any interaction features, such as links and buttons, which perform similar functions are styled, labelled and identified consistently for both visual and non-visually impaired users. This will, again, help to build familiarity and confidence of use.

Impairment types most affected

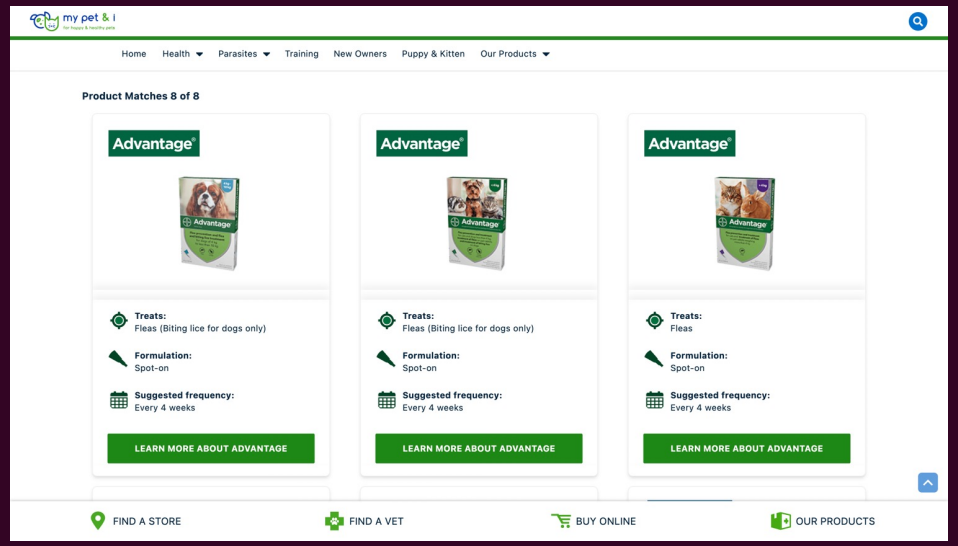
Visual, motor, auditory, cognitive.

Recommendations

Look to standardise button colour and form for added consistency and confidence of use. Example from images show similar products presented with inconsistent buttons and and wording of call to action.



'Products' section on homepage on Elanco UK website.



'Products' page on Elanco UK website.

Currently Not Applicable

These are the items that were not assessed as they were not applicable to this audit:

WCAG level 'A' Accessibility standards:

- Audio and Video only (pre-recorded)
- Captions (pre-recorded videos with audio)
- Audio description or Media alternative (pre-recorded)
- Audio control
- Timing adjustable
- Pause, stop, hide control provision
- Three flashes or below
- Parsing
- Name, Role, Value

WCAG level 'AA' Accessibility standards:

- Captions availability (live videos)
- Audio descriptions (pre-recorded content)
- Language of parts (to inform users when language on page changes)
- Input error prevention (sensitive data e.g. legal, financial and personal data)

Impairment Demo

Why is Meeting Each Marker So Important?

Meeting WCAG standards can be a tough job – but it's important to understand the how's and the why's.

To meet WCAG 'AA' standards, you must have completed **every** marker for both 'A' and 'AA'. This means if you fail on a single point, you fail on meeting the standards all together.

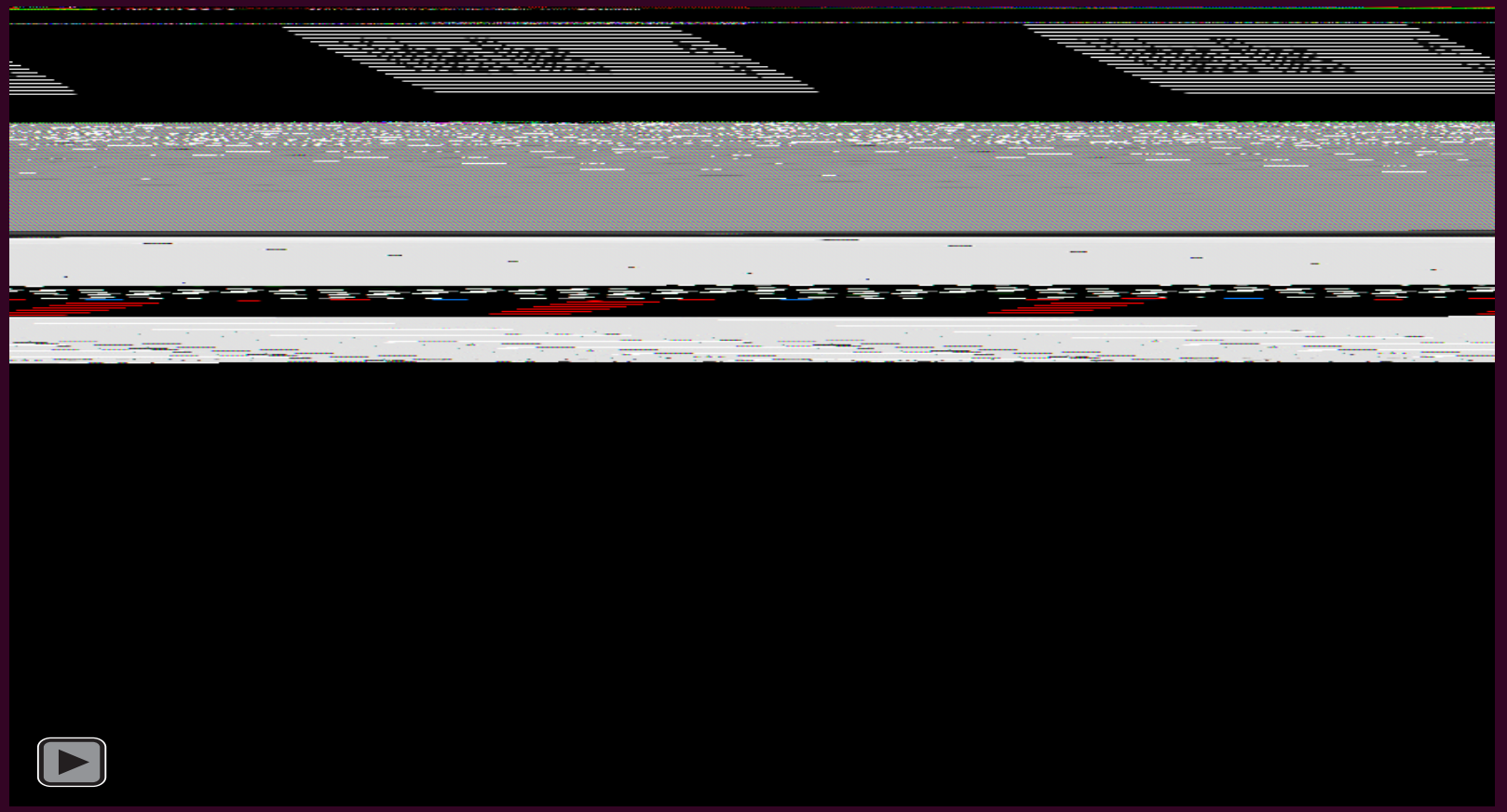
There isn't a marker you should prioritise – all are a priority. Being accessible not only helps those with different types of impairments but also helps your website function better as a whole. Including to key influencers, opinion-formers and investors – who could be those with an impairment type.

It's easy to dismiss accessibility as being "something to think about later" but this leaves groups of people out, with some impairments such as dyslexia totalling at 15% of your audience!

The next few slides illustrate how the accessibility of your website will impact users who have a variety of impairments.

Remember – no design is ever inaccessible unless it's been designed to be that way.

Dyslexia



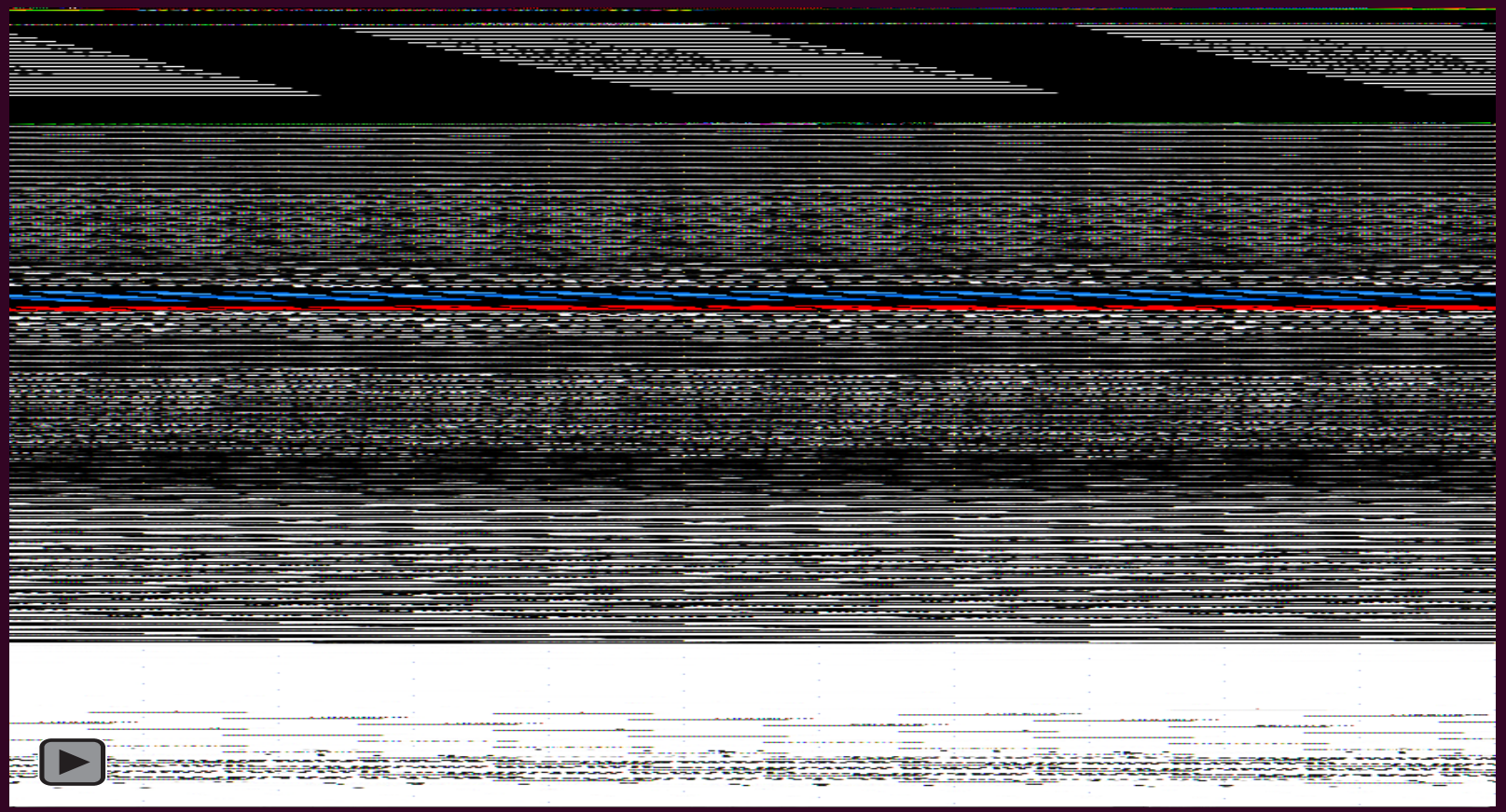
Dyslexia is a learning difficulty that primarily affects the skills involved in accurate and fluent word reading and spelling. This can cause some letters on your website to look ‘jumbled’ and longer, more complex sentences may be hard to read.

Dyslexia affects approximately **15% of people**.

Colour Blindness

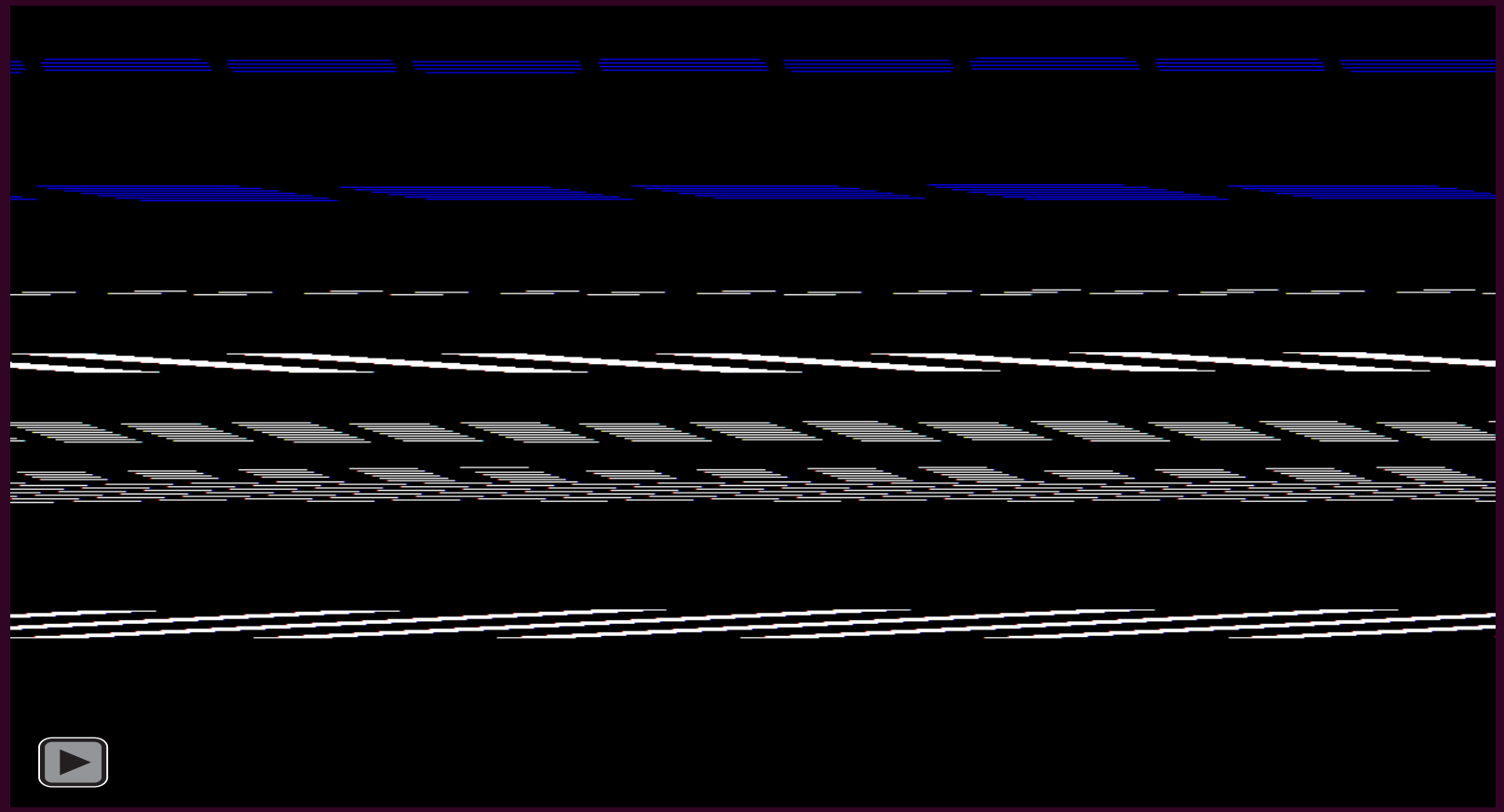
People who have colour blindness / colour vision deficiency find it difficult to identify and distinguish between certain colours. This means the colours you use on your website will not always be the way it is perceived to others, making it important to rely on colour alone. For example, Deuteranomaly is the most common type of red-green colour blindness, and it makes green look more red.

Colour Blindness affects **8% of all men and about 0.5% of all women**. There are many different types of colour blindness, and it affects people differently.



1 in 10,000,000 people vs 1 in 20 – Different types of colour blindness.

Cataracts & Myopia



Cataracts are when the lens, a small transparent disc inside your eye, develops cloudy patches. Over time these patches usually become bigger causing blurry, misty vision and eventually blindness. This means your typography should be at least font size 16 and must allow for a 200% increase without losing any content or associated functionality.

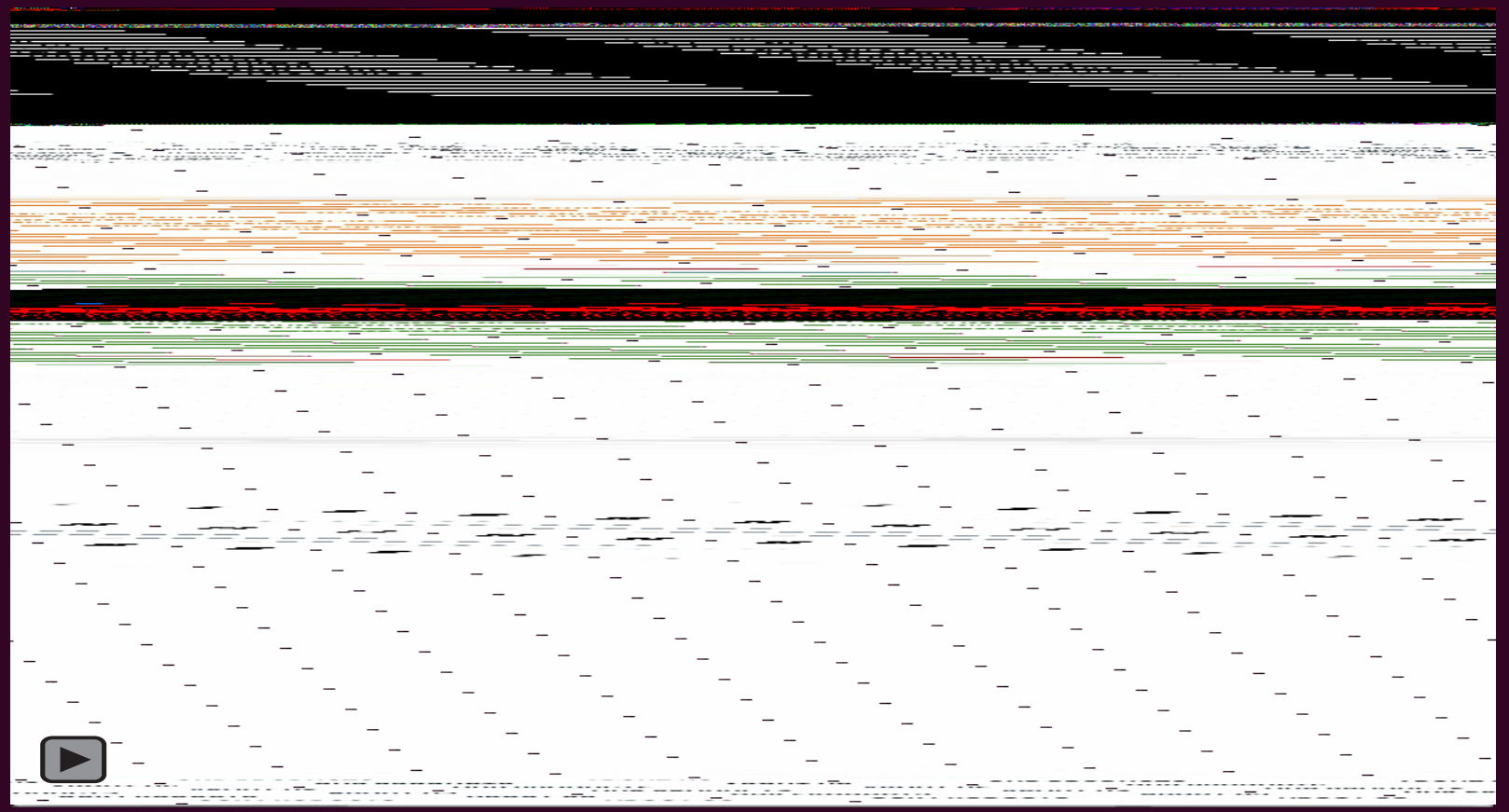
Cataracts affects **30% of people aged 65**, and **over half of all 80-year-olds**. **40% of the US have myopia.**

Loss of Vision

Peripheral vision loss, or tunnel vision, is the loss of your peripheral sight. Central vision loss is the loss of detail vision, resulting in having only side vision remaining.

Loss of peripheral or central vision affects approximately **30% of the US aged 75 or above.**

Blindness (Screen Reader)



All types of vision impairments can cause some of your users to use a screen reader. Anyone with not enough vision may be led to do so.

A screen reader is a form of assistive technology that renders text and image content as speech or braille output. This means it's very important to have alternative text for all objects and text. As well as having a logical structure of your website.

(Turn sound on for video)

Conclusions & Next Steps

This audit review has highlighted areas where accessible design best practice has been successfully realised, together with areas to re-visit in order to attain the AA WCAG level of accessibility being sought.

Once the necessary recommended changes to achieve AA conformance have been made, we would also strongly advise testing with a range of users with the following different impairment types: visual (both blind and those with partial visual impairments), hearing/auditory, motor/paraplegic as well as those with cognitive impairments whose reading, and comprehension of content may be directly affected as a result of their impairment.

Testing and validating changes with these users will naturally also help to improve the overall experience for able-bodied users too, ensuring that Elanco maximises the value from its digital services. This will enable Elanco to justifiably call its digital services ‘inclusive to all.’

We would also welcome the opportunity to discuss the contents of this report, and any further activities relating to our findings, with you at Elanco in the near future.

Appendix

Pet Site URLs

Web Pet Ukraine - https://mypetandi.elanco.com/ua

Web Pet Spain - Mi Mascota y Yo - https://mimascotayyo.elanco.com/es

Web Pet Netherlands - My Pet and I - https://mypetandi.elanco.com/nl

Web Pet Belgium NL - My pet & I - https://mypetandi.elanco.com/nl_be

Web Pet Canada English: https://mypetandi.elanco.com/en_ca

Web Pet Canada French: https://monanimaletmoi.elanco.com/fr_ca

Web Pet Poland: https://mojzdrowyfutrzak.elanco.com/pl

Web Pet US - https://petbasics.elanco.com/us

Web Pet Brazil - https://meupet.elanco.com/br

Web Pet DE - https://meinhaustierundich.elanco.com/de

Web Pet Sweden - https://mypetandi.elanco.com/se

Web Pet Italy - https://mypetandme.elanco.com/it

Web Pet Mexico - https://mimascotayyo.elanco.com/mx

Web Pet Denmark - https://mypetandi.elanco.com/dk

Web Pet AU - https://mypetandi.elanco.com/au

Web Pet BE_FR - https://monanimaletmoi.elanco.com/fr_be

Web Pet HU - https://kedvencemesen.elanco.com/hu

Web Pet FR - https://monanimaletmoi.elanco.com/fr

Web Pet PT - https://omeuanimal.elanco.com/pt

Web Pet CO - https://mimascotayyo.elanco.com/co

Web Pet UK - https://mypetandi.elanco.com/en_gb

Web Pet CZ - https://prozdravemazlicky.elanco.com/cz

Web Pet AR - https://mimascotayyo.elanco.com/ar

Web Pet AT - https://meinhaustierundich.elanco.com/at

Web Pet NZ - https://mypetandi.elanco.com/nz

Web Pet CL - https://mimascotayyo.elanco.com/cl

Web Pet RU - https://mypetandi.elanco.com/ru

Web Pet JP - https://mypetandi.elanco.com/jp

Vet Site URLs

Web VET US - https://my.elanco.com/us/

Thank you

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